



Sustainable Urban Management IQC

USAID Quarterly Report XXIV

January-March 2006



Prepared for the U.S. Agency for International Development

**International City / County Management Association
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Task Order No.: 3

Task Order Title: Local Economic Development Speaker Series, Case Studies and Briefing Paper

Period of Performance: 7/9/04-1/31/05

USAID Office/Mission: Washington, D.C.

CTO: Edgar Thornton

I. Introduction

The purpose of this quick-response task order is two-fold:

1. **Speaker Series:** To conduct six ½ day panel discussions that provide a practical perspective on different aspects of local economic development, including what it is, who does it, why and how it intersects with other issues and sectors of development. The topics were as follows:

Session One – The Framework for Economic Development and Creating Enabling Environments for Growth and Investment in Developing Countries

Session Two – Integrating City-Regional Economic Development and Strategic Planning Processes

Session Three – Tools and Techniques of Economic Development: What Works (and Doesn't)

Session Four – Financing Economic Development

Session Five - Achieving the Vision: Moving From Strategic Planning to Implementation

Session Six- Workforce Development

2. **Case Studies:** To draft three short case studies (4-6 pages) drawn from ICMA's experience implementing economic development related programs. The case studies are intended:

- To provide a brief background on the program/project
- A description of ICMA's role
- To discuss the initial LED strategy and priorities
- To identify the key LED indicators of success (i.e., job retention/expansion figures, new investments, new jobs created, other indicators, etc.)
- To examine the program/projects' current state of affairs or next strategic plan focus
- To describe how the program evolved
- To summarize the key lessons learned

ICMA and USAID agreed that the case studies would address the following three examples of economic development initiatives:

1. The Johannesburg Development Agency (JDA). The JDA was established with USAID/ICMA support in 2000 to play a leading role in the economic revitalization of the inner city of Johannesburg, the primary commercial city of South Africa.
2. The Downtown Kingston Management District (DKMD). The DKMD received USAID/ICMA assistance from 1996 – 1998 in strengthening its institutional capacity to improve the business climate in downtown Kingston, Jamaica.
3. The Bulgaria Economic Development Consortium. Under the auspices of the USAID Resource Cities and CityLinks programs, ICMA and the Foundation for Local

Government Reform have been working with a group of 14 Bulgarian cities to develop a cadre of skilled economic development professionals in each city and institute reforms and LED-related programs that certify them as good places to do business.

II. Major Accomplishments

The final report for the project was completed and submitted as were a CD compilation of all of the materials from each session and the case studies.

III. Challenges/Remedial Actions Taken

N/A

IV. Projected Activities

N/A

Task Order No.: 3

Task Order Title: Caribbean Downtown Development Leadership Forum Partnership

Period of Performance: 10/3/05-9/30/06

USAID Office/Mission: Washington, D.C.

CTO: Edgar Thornton

I. Introduction

In 2007, Jamaica, Barbados and several other Caribbean islands will host the ICC World Cricket Cup, an event expected to draw 200,000 – 300,000 spectators, media representatives, and others to Kingston and Trelawny, the two venues for matches in Jamaica. Conducting an event of this scale will require intensive planning, organization and coordination amongst a variety of public and private entities. The EGAT, Office of Poverty Reduction – Urban Programs Team (EGAT/PR/UP) and USAID/Jamaica seek to assist the Government of Jamaica, Kingston and St. Andrew Parish Council, Jamaica Chamber of Commerce, and other public and private sector stakeholders strengthen their capacity to effectively work together to finalize plans and implement the range of actions necessary to ensure the success of the event, which will serve as an important opportunity to project a positive image of the host countries to the rest of the world.

EGAT/PR/UP and USAID/Jamaica has partnered with ICMA, the International Downtown Association (IDA) and the Jamaican Chamber of Commerce to organize and carry out several workshops in Kingston, Jamaica with key public and private stake holders. The primary outcome of these workshops will be a consensus-based action plan that identifies priority actions they need to take to ensure that Kingston and Trelawny are well-prepared to host this major sporting and tourism event. The plan will outline the role key entities should play in carrying out these actions, map out a proposed timeline, and identify available/potential resources. Additionally, the action plan will identify key areas of need for the follow-on technical assistance planned by USAID/Jamaica.

While the primary focus of these workshops is on how the City of Kingston can prepare for the 2007 ICC World Cricket Cup, the workshops will also serve as a forum to bring together key stakeholders from other Caribbean islands that will play host to World Cup matches and face similar planning challenges and tourism/economic development opportunities. With support from IDA, downtown management professionals from around the Caribbean intend to officially launch a Caribbean Downtown Development Leadership Forum in early 2006, and the workshop will help foster the development of this new network.

II. Major Accomplishments

Bob Dubinsky, representing ICMA, and Dave Feehan, representing the International Downtown Association (IDA) met with representatives of public and private sector groups on January 17, 2006 to discuss the status of World Cup planning and how the resources of the private sector could be supportive of the World Cup. The trip report, which was distributed to the workshop

participants, contained recommendations for a third workshop with the private sector to continue the progress that was made.

Dave Feehan, IDA, and Katherine Beebe, representing the Detroit Greater Downtown Partnership and Detroit Super Bowl Host Committee met with leaders of Kingston's private sector on February 16, 2006 to engage them in a proposed effort to prepare Kingston for the World Cup Cricket event in 2007 and leverage as much benefit as possible. The trip report, which will be distributed to the workshop participants, contains recommendations for a fourth planning workshop.

III. Challenges/Remedial Actions Taken

Agreement on scheduling for the workshops and planning meeting among USAID, the local partners and stakeholders in Jamaica and ICMA has been challenging. ICMA will continue to work with USAID and other key partners to schedule dates that work well for everyone and do not set the program back.

IV. Projected Activities

The fourth planning workshop is scheduled for April 10-13, 2006. This workshop will focus on the private sector group to review progress and compare organizational structures, objectives, project plans and schedules with those used in Detroit. Katherine Beebe, Dave Feehan and new to the team, independent consultant, Paul Childs will offer technical assistance and facilitate further planning meetings as needed.

Task Order No.:03

Task Order Title: Urban Planning GIS Workshop and Capacity Building Activities

Period of Performance: April 1, 2005- September 30, 2006

USAID Office/Mission: Washington, D.C.

CTO: Edgar Thornton

I. Introduction

International City County Management Association (ICMA), through funding provide by the U.S. Department of State, the United States Agency for International Development (USAID) and the U.S. Department of Housing and Urban Development (HUD), will collaborate to develop and implement a workshop aimed at increasing the capacity of cities in the Middle East and North Africa to address urban poverty and development with the aid of geospatial information technology.

The proposed workshop, *Geoinformation for Sustainable Cities*, addresses the overarching OES Bureau Program Plan (BPP) goal of promoting Sustainable Development and Good Governance in urban areas of the Muslim World through five mechanisms: (1) enhancing local government capacity to make informed policy decisions (2) promoting transparency through access to accurate information and science-based decision-making tools; (3) implementing public-private partnerships that leverage resources and strengthen international cooperation; (4) contributing to Muslim World Outreach by facilitating access to U.S. information technologies (IT) and scientific know-how; (5) enhancing the role of women through capacity building and active participation in this dialogue between experts and policy-makers addressing societal problems in a complex urban context.

The workshop objectives that contribute to accomplishing the overarching goal are: (1) introducing urban planners and policy makers (both men and women) in the rapidly growing cities of the Middle East and North Africa region (MENA) to innovative ways to improve decision making capacity through the use of geospatial information technology; (2) the application of geospatial tools, and providing them with GIS software to keep and PDS hardware to use in the workshop; (3) training these urban planners and policy makers in the use of the resulting geospatial data to develop strategies/policies for addressing pervasive urban problems such as poverty; and (4) providing these professionals with examples of the application of geospatial tools in cities of both developed and developing countries that can be applied in their specific urban contexts.

In order to accomplish the above objectives, ICMA proposes to design, conduct, and facilitate a 5-day workshop in Amman, Jordan May 7-11, 2006 for 40 participants, half of whom are decision makers in their cities, and half of whom are technical engineers, in these same cities, who will benefit from hands-on training in the use of Geographic Information Systems (GIS) and the Global Positioning System (GPS). The workshop participants will attend sessions designed to either hone their skills in GIS and GPS technology, in the case of the engineers, or to gain a better understanding of how geospatial information technology might be applied in city planning decision-making. Presenters will include regional experts highlighting case studies from cities

where GIS mapping has been used successfully in urban planning, as well as experts from other regions who will provide lessons learned from their perspective that can be adapted for use in this region. Speakers from the MENA region will be invited to share their insights in order to motivate others to take advantage of the opportunities for better planning through the use of geospatial information tools.

II. Major Accomplishments

USAID and Department of State gathered contact information for potential participants and ICMA sent invitations and began collecting responses. The agenda was further developed and speakers were identified for the sessions. The venue in Amman was secured and ICMA began working with a partner in Amman on logistical arrangements for the workshop. The website was updated with new resources and background materials.

III. Challenges/Remedial Actions Taken

N/A

IV. Projected Activities

ICMA will continue to meet with the group of partners on a monthly basis. The workshop content will be developed by ESRI, Trimble, and ICMA and speakers and presenters will be lined up. The workshop will take place May 7-11, 2006.

Annex 1: Financial Information
(will be submitted under separate cover)